

Convention and Tourism Advisory Committee
Tuesday, March 7, 2006 – Minutes

Members Present: Marlene Leister, Bette Timmel, Don Marrs, Jennifer Sturges, Tricia Weems, Ben Vidricksen, Dave Miller

Members Absent: Gerald Cook, Kathy Tolbert

Guests/Staff Present: Mike Harmon – Best Western Mid America Inn; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

Minutes

The Minutes of the February 2006 meeting were reviewed.

Financial Statement

The January Financial Statement was reviewed.

Division Updates:

Sports Market

Tiffany reported on the following sports events:

- **Kansas 4A State Wrestling** – Salina hosted the 4A State Wrestling Tournament for the first time February 24-25 at the Salina Bicentennial Center. It was a success. Many volunteers, including those from K-State Salina, helped with the tournament. Four mats were used which enabled them to finish earlier in the evening. Approximately 5,600 people attended the two-day event. There will be a wrap-up meeting in Manhattan on March 17. Salina will again host the event in 2007.
- **KSHSAA 4A State Basketball** – The State 4A tournament starts March 8 at 3:00pm at the Salina Bicentennial Center. The Chamber will provide a hospitality room at the Best Western Heart of America Inn for the officials, and sponsor the on-site hospitality room at the tournament.
- **2006 NJCAA – Salina JUCO Basketball Blast** – Sixteen teams will be coming into Salina for the JUCO Blast March 20-26. Teams will be arriving on Saturday and Sunday to hold practices before the games. The team banquet is Monday evening where Laurie Koehn of the WNBA Washington Mystics will be the keynote speaker. The games begin Tuesday morning. Newspaper and radio promotions are in place to advertise the games and the tailgate party to be held on Sunday, March 26 at 11:00am before the Championship game starts at 1:00pm. College Sports TV will be filming the game for future broadcasts. More than 200 volunteers are needed to help make the tournament a success.

Convention Market

Jo Ann gave the following convention update:

- Two proposals have been sent out in the last two weeks to groups that have not held their events in Salina: Kansas Grain and Feed Association and the Kansas Weed Directors Association.
- Winter Fire School, KS Adult Education Association, Kansas District of Optimists International and the Kansas Electric Cooperative recently held their conventions in Salina.
- Jo Ann will serve as a judge for the Phi Beta Lambda competition here this Thursday and Friday. The Kansas Grand Lodge of Masons will meet here again next week with more than 400 attendees.
- The Meet Kansas website, www.meetks.com, continues to be updated. The Meet Kansas coalition is comprised of a group of 11 communities that joined together to promote themselves as convention/meeting sites. Jo Ann will be attending the Affordable Meetings trade show in Chicago later this month, as a Meet Kansas representative.
- The Chamber's Convention & Visitors Division has joined "The Reunion Network." This association deals with military reunion planners across the U.S. Jo Ann will be attending their trade show in Branson, MO March 22-25 and will co-op a booth with Topeka. The Reunion Network will hold a similar show in Colorado in 2007.

Tourism Market

Sylvia gave the following tourism market update:

- I-70 – Sylvia is attending the I-70 meeting being held here later today. The coalition of 14 communities is in the process of updating their brochure, which will go to print next week. They are exploring co-op advertising possibilities in AAA's Journeys for the spring issue. Trade show participation is being re-evaluated. Sport shows, outdoor sport shows, theatre and museum shows are also being considered. Manhattan would also like to join the coalition.
- TIAK – Sylvia will be attending the TIAK Executive Committee meeting being held here on Thursday. They will be discussing strategic planning for the year. TIAK will be partnering with State Travel & Tourism for educational programs and doing less cooperative marketing.
- KMMA – Now branded as "Tour Kansas," KMMA will host the upcoming familiarization tour and showcase will begin April 24. Staff has been busy with several mailings and phone calls and sent more than 400 emails to promote the event. Follow ups will also be made.
- Wild West Kansas – Staff will be sending out a 375 piece mailing to group planners of banks, churches, parks & recreation departments this month.
- The Fort Riley tourism tradeshow planned for Saturday, March 4 was cancelled.
- Kustom Kemps – The Kustom Kemps Car Show will return to Salina the end of July.
- Bravo – Sylvia said the Cultural Round Table is discussing the future of the brochure. They also have Art Rush in place for the first Thursday of every month beginning in March through November with downtown stores staying open until 7:00pm.

Other Business

Sylvia handed out the latest statistical comparisons for January, which listed the counties of our competitive set and their figures.

Sylvia reported that the Salina padded map is being updated and that Salina Downtown, Inc. has asked to co-op the map for its next printing.

Ben Vidricksen announced that he would escort Bill Kurtis on his visit to Salina while Bill is here to speak at Kansas Wesleyan University on Monday, March 13. A tour of the Zoo is planned.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held April 4 at the Chamber.

Upcoming Events

Upcoming meetings, conventions and events were noted.

The meeting adjourned at 8:40am.